



- CABLE 'Declares War!'



- HOW Bad IS Business ???



- ANNUAL CSD Dealer Survey

THE TWICE PER MONTH BUSINESS JOURNAL OF TVRO

COOP'S SATELLITE DIGEST

JUNE 15, 1985



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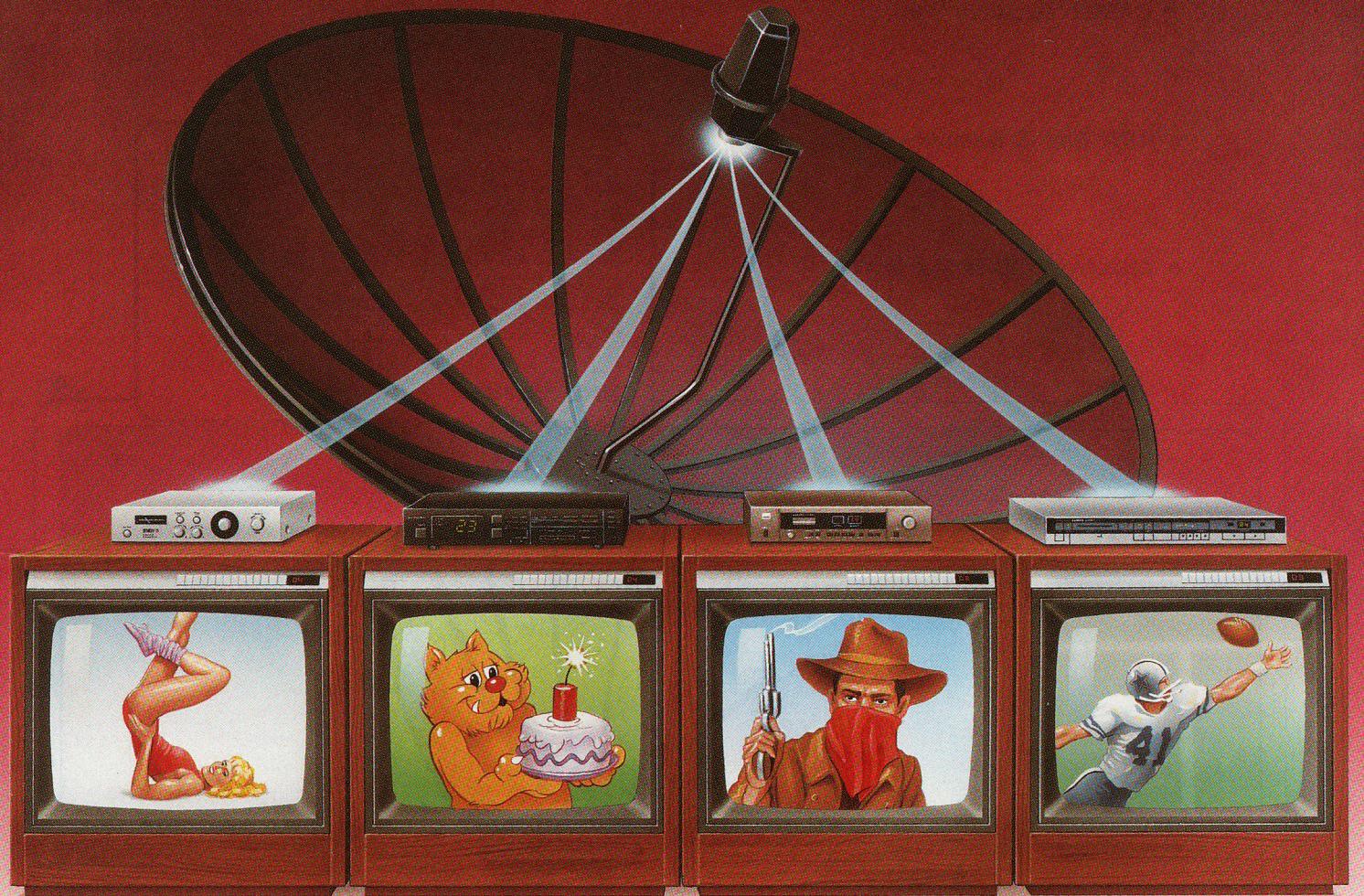
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JUNE 15, 1985

FINANCIAL WOES

When the industry returned home from Las Vegas early in April, there was an upbeat feeling that the TVRO business was off and sailing in essentially untroubled waters. Looking back, that euphoria lasted perhaps a week or two and then reality struck; **business was slow and getting slower**. Those who had the capacity to measure sales at retail found system sales were not only behind projections for 1985 but in a significant portion of the country actually lagging behind 1984. Trouble with a capital 'T'.

We went to Las Vegas knowing that **LOCOM**, a manufacturer of LNAs and low-end receivers, was in financial trouble. Chapter 11, financial re-organization was likely. Shortly after we returned home LOCOM did file for voluntary bankruptcy and protected re-organization. They would not be alone.

In Canada, several significant distributors were filing the Canadian equivalent of Chapter 11. Canadian problems were magnified by the now infamous 'The Sky Is Turning Dark' routine initiated by HBO.

Then **Automation Techniques**, just days after announcing a new family of block conversion receivers, filed for Chapter 11 protection. AT had been hit last spring by a disastrous flood which ravaged their production and warehouse facility in Tulsa. Much of the equipment damage could be corrected with a massive cleansing but sales records and important intra-corporate records were far more vulnerable to the flood waters. AT, we were told, had come back from the flood but apparently there was additional 'damage below the water line' which took a year or so to surface.

And then **Wilson Microwave** and Cincinnati Microwave made a joint announcement; Wilson was being 'acquired' by Cincinnati (the latter built the highly respected if somewhat dated **Earth Terminals** receivers originally designed by Clyde Washburn back in 1980-81). Wilson had 'come back' from a disaster once before also; an explosion and fire in their antenna facility had done terrible damage in human suffering and dollars.

With all of this 'activity' at the start of the equipment cycle, I wondered what might be happening at the retailer level. Starting close to 'home' I found that within ten days,

three established TVRO retailers in the Fort Lauderdale area had closed up their shops. They were gone.

This is not a scientific survey; I do not know how many OEMs, distributors nor dealers are experiencing **severe** financial problems right now. I have not gone out to measure this unknown. But I do know that each time I ask a question or peer over a wall, I discover somebody else is missing or wounded. I quit asking questions and looking over walls, by the way.

People have financial problems when people spend more than they take in. That's very basic. People spend more than they take in when either their merchandise costs them too much, they charge too little for what they are selling, their overhead is too high, or people stop buying from them. A good businessman can handle **one** of these at a time, and adjust. Two happening at the same time presents difficult management problems. Three or more at the same time spells disaster. We were managing with too much equipment in the marketplace, at too small OEM margins, pretty well. That was before we were hit with lagging sales. **Lagging sales did us in** because that meant the flow of cash from retail to wholesale to OEM dried up or was severely crimped. A guy just breaking even can survive by tightening his belt. A guy running behind can survive for a little while by stretching his payment terms and tightening his belt. A guy with far too few sales cannot survive unless he has substantial resources to carry him through the dry spell.

Many of our OEM/distribution/retail firms are badly undercapitalized. That means they have been running largely on the **'flow of cash'** rather than any corporate/business financial strength. A seasoned businessman once told me **'If you cannot pick up the telephone, make one telephone call, and borrow the equivalent of three month's operating overhead quickly, you are undercapitalized. That tells me your corporate resources and your banking relationship is 'lacking'.'**

The shakeout is here. Equipment pricing is not likely to drop measureably from where it is. Yes, there will be 'fire' and 'going out of business' sales but these additional price cuts will be only to clear out overstocked warehouses. They

COOP — Financial/Continues on page 30

COOP'S

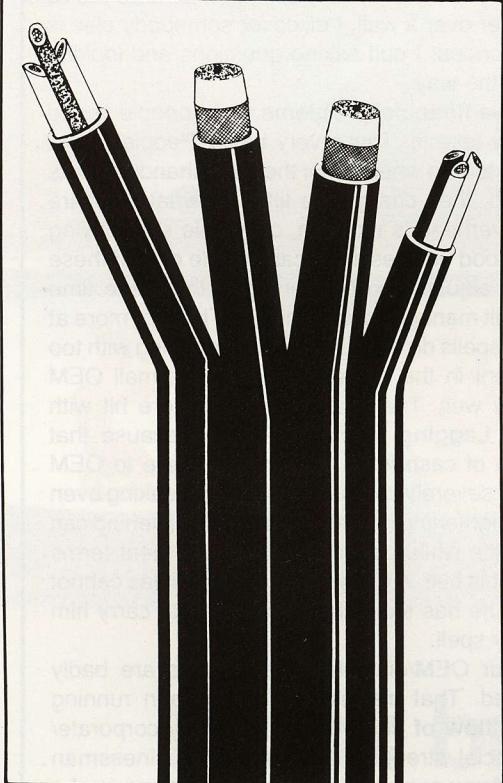
**SATELLITE
DIGEST**

/2



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ANTENNA News

ASTRO INDUSTRIES has announced a newly engineered Astro 10.5 screen mesh antenna system. The concept is to 'keep it simple' and the antenna uses extruded aluminum parts, screen mesh petals, solid steel mount with a cast aluminum hub. The antenna has an f/D of 0.3 and claims gain of 41.1 dBi. Finish is baked on powder and the antenna is UPS shipped. A horizon to horizon motor drive is next. Details from **Allan Weltman** of Satellite Sales, Inc., 688D Alpha Park, Cleveland, Ohio 44143 (216/461-0000).

BALDWIN/ODOM Enterprises (P.O. Box 749, Cabot, Arkansas 72023; 501/843-7111) will shortly be introducing a 6 foot steel mesh antenna system. This will compliment the firm's present 10 foot all steel antenna which is manufactured under the guidance of Randall Odom, founder of Odom Antennas, Inc.

BEACH CRAFT, INC. (701 Collier Street, Hannibal, Mo. 63401; 314/221-4146) has announced a \$500,000 expansion program for their production facility building fiberglass TVRO antennas and sixteen position satellite 'locators'. Beach Craft recently introduced a new 9 foot dish as well as a four piece, 10 foot TVRO antenna system. The firm has been manufacturing 6, 8 and 10 foot one piece antennas for several years. The new facility will add 30,000 square feet of production space to their present 90,000 feet.

FOCII ANTENNA SYSTEMS, INC. (2730 SW 57th Street, Topeka, Kansas 66609; 800/358-3079, extension 265) has introduced their new DC1136 programmable antenna positioner. The unit has an illuminated display with parental lockouts and uses a 36 VDC Von Weise actuator with a 24 inch throw capable of 1,000 pounds of thrust. The unit has programmable pots, is all solid state using no relays, automatically senses improper connections or stall and includes a torque-limit circuit. Marketing is direct to dealers.

HERO COMMUNICATIONS, INC. (2470 West 8th Avenue, Hialeah, Fl. 33010; 305/887-3202) has announced a five year guarantee on its complete line-up of TVRO antenna products. Antennas from 7 to 32 feet in diameter are covered. The firm claims that in 'over five years of building TVRO antennas, there has not been one failure' of the antenna products.

NSM CORPORATION (P.O. Box 666, West Hartford, Ct. 06107; 203/236-1613) announces the development of a new roof-mountable horizon to horizon TVRO antenna mount system which weighs just 23 pounds. The motorized mount is an aluminum product calling on the expertise of Ken Hamilton and Larry Ansil who first created the design

UNEVEN Market Behavior

Keeping a 'tote board' of firms who have closed their doors or filed for 'Chapter 11' protection since May 1st requires a significant amount of time. For each of 9 firms on the tote board as of June 4th, there are three to four others who are variously 'rumored' for closing or bankruptcy. In some cases, it is just a matter of days.

The picture one **could draw** is that of an industry beset with severe cash-flow problems. However, for each firm that has curtailed or stopped TVRO activities to date, there is another claiming '**business has never been better**'. In a word, the picture is '**uneven**', and those who are looking for a 'pattern' in the failures may not find an obvious pattern.

One event virtually everyone does agree on is the considerable 'positive impact' of the **Hugh Downs** '20/20' piece airing on the ABC television network Thursday May 30th. The 9 minute 29 second segment painted TVRO as the neatest 'toy' to invade the American home since television itself and Downs skillfully dealt with scrambling and zoning and other industry 'problems' (including cable TV opposition) by making light of their influence on TVRO growth. A quick telephone survey of 9 dealers at press time tells **CSD/2** that the 20/20 'Tuning In The Skies' segment resulted in as much as 450% business-increases for the surveyed dealers in the week following the 20/20 segment. One dealer, displaying at a local 'home show' when the 20/20 piece ran, rang up signed contracts for 42 home TVRO systems at an average price of \$3,450 each; a sizeable percentage of which the dealer attributes to the impact of Hugh Downs. "We had numerous people say to us '**We saw it on 20/20 and NOW that it is legal, we want one!**'. These people believe 20/20 and even though

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SRC 'Spins Free'

using heavier materials.

PRO-FAB (6119 Crater Lake Highway, White City, Oregon 97503; 503/826-7533) has introduced a new radar mesh antenna which it calls the '**Receptor**'. The antenna has screened panels, a dual hub assembly, adjustable declination offset, actuator support members, parabolic-shaping retainer support ring, machined bearings with grease inserts at pivot points and a (heavy duty) polar mount.

SRC INDUSTRIES (773 S. Oregon Street, Ontario, Oregon 97914; 503/889-7261) has introduced a new 'heavy duty' polar mount called the '**SRC Quik-Pak**'. The fully knocked down mount (for shipping) assembles from a single 48" by 18" by 9" carton 'quickly and on site' according to the manufacturer. The polar mount is for SRC spun aluminum antennas between 6 and 9 feet in diameter as well as other spun antenna products now on the market.

STS/Satellite Technology Services, Inc. (2310-12 Millpark Drive, Maryland Heights, Mo. 63043; 314/423-5560) has introduced an 'unusually shaped' antenna system which the manufacturer claims can be assembled in less than one hours' time. STS says the Cassegrain feed system (employing a 14 inch sub-reflector) is designed for the future 2 degree satellite spacing environment. The antenna weighs 80 pounds. No actual performance specifications have been released to date.

SUPERWINCH (Winch Drive, Putnam, Ct. 06260; 203/928-7787) will remit \$50 directly to any dealer who finds he must replace any model 2001 or 2010 actuator drive system not operating as adver-

we have always been legal, there was that perception that it might have been illegal. Having Hugh Downs 'in their living room' saying '**It is legal**' really made a difference."



HUGH DOWNS profiles home TVROs on 20/20; 'Tuning In The Skies'.



SUPERWINCH'S Tolsdorf Sends \$50 To Dealers



FOCII Goes Direct To Dealers

tised. Superwinch allows dealers to return defective product freight collect and they replace the defective unit, after inspection, with a new unit freight prepaid. The replacement unit comes back to the dealer with a \$50 check attached to compensate the dealer for his lost time and travel in replacing a defective Superwinch product.

DISTRIBUTOR Doings

The west coast operation of **Echosphere Corporation**, in conjunction with 12 Sacramento (California) area retail dealers recently made use of cooperative advertising assistance from the Uniden Corporation of America to launch an extensive commercial radio promotional campaign. Calling the program "The Sky Is The Limit", the Echosphere/Uniden backed program ran radio commercials on leading AM and FM outlets in the Sacramento region culminating in a give-away of a complete home TVRO system to a lucky radio-listener/consumer.

HIGH FRONTIER DISTRIBUTION (1445 W. 12th Place, Tempe, Arizona 85281; 602/966-9824) has expanded its sales and marketing department by announcing the appointment of **Barry G. Klaidman** as VP of sales and marketing. Klaidman comes to High Frontier from Fannion Courier, Inc. where he directed the introduction of the Fanset TVRO equipment line. Previously, Klaidman was engaged by Panasonic and Toshiba in the retail consumer area of electronics. High Frontier distributes from Tempe/Tucson, Seattle/Spokane and Van Nuys.

NATIONAL SATELLITE COMMUNICATIONS/NSC (21st Century Park, Clifton Park, NY 12065; 518/383-2211) has gone 'international' by establishing a new division dedicated to assisting **off-shore TVRO dealers** in creating retail business activity in the satellite field. The firm is presently working with new dealerships spread from Bolivia to Puerto Rico. Heading up the new division is **Carlos Avelleneda** who represented NSC at the Mexicom (satellite) show in Mexico City earlier this year.



NSC Goes International In Mexico City

PRECISION SATELLITE SYSTEMS, INC. (715 Grove Street, Clearwater, FL 33515; 800/HOT-DISH) will hold a two-day dealer seminar July 1 and 2 at the Sheraton Sand Key Resort in Clearwater Beach. Representatives from various manufacturers of TVRO hardware will be on hand to speak as well as **CSD's Bob Cooper** who will address the current state of scrambling technology in the TVRO industry. The cost of the full seminar is \$50 and hotel reservations are direct at 813/595-1611.

Precision also announces the firm is now handling the Southern Star 7.8' Cassegrain TVRO antenna (see **CSD** for February 1985).

SATELLITE SALES, INC. has opened its fourth TVRO dealer wholesale outlet in Ohio; at 90 Novner Drive, Cincinnati, Ohio 45216; 513/772-1122. In charge of the new facility are **Cheryl Manson** and **Ron Abt**, both formerly with Cartwright Communications. Products

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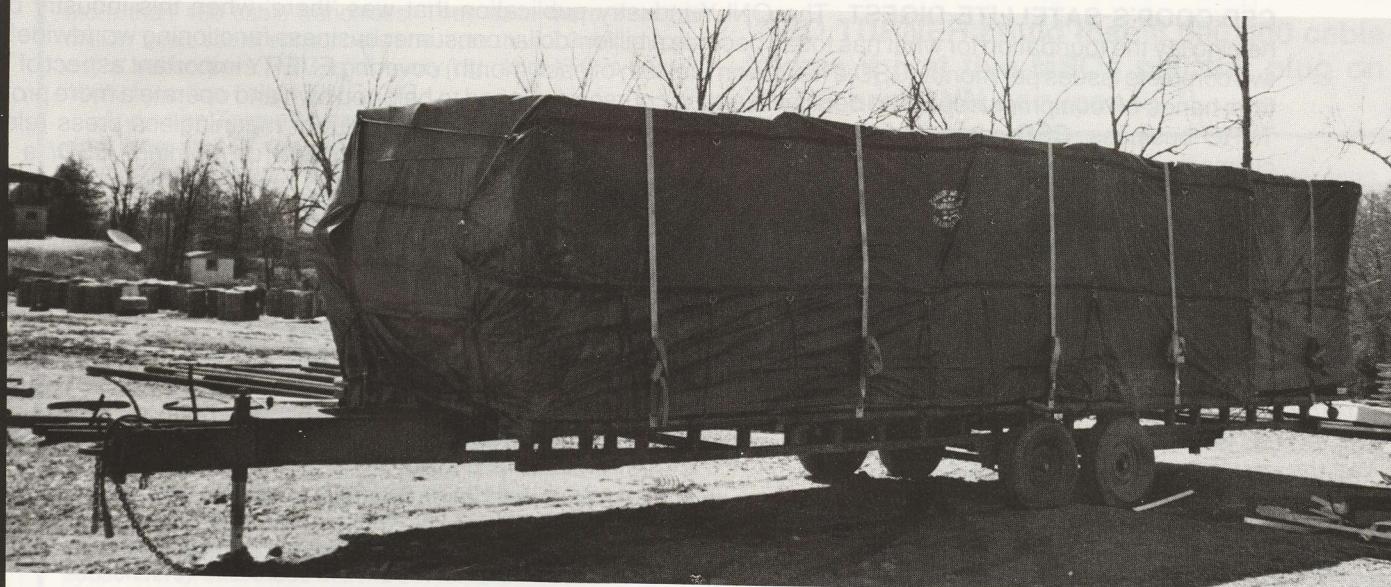
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It started innocently enough; almost low-key. SPACE VP and Attorney **Richard L. Brown** began 'warning us' that that the cable television industry was 'preparing for battle' with TVRO. Brown, a veteran of cable's own intramural wars for more than 15 years, saw the signs early. Few others did. And the TVRO industry, more concerned about eating its own young and making its own millions largely ignored the signs that cable was preparing a direct frontal attack on TVRO dealers and distributors from coast to coast.

A few cable firms jumped the gun, setting into motion 'guerrilla attacks' against TVRO dealers as much as one year ago. The 'Starlink' case in Wichita was one such example; cable lost that one. They don't intend to lose many in the future.

The crux of cable's new thrust against TVRO is found in a single statement by a single major cable television MSO executive. The exact quote may not have been taken down but cable's "**Multichannel News**" publication for May 27th captured the essence of the feeling:

"ATC Chairman Trygve Myhren said he was prepared to drop all ATC systems any (satellite delivered program) service that declines to scramble its signal. He said his objective would be to have the project up and running and all program signals scrambled by the end of the year; within six months if possible." End of 'Multichannel News' quote.

So who is **Trygve Myhren** and why is this such a significant quotation?

Myhren is Chairman of the Board for ATC or American Television and Communications Corporation. ATC owns more than 460 cable franchises. They have more than 2.5 million 'basic cable' subscribers and more than 2.2 million 'pay cable' subscribers. ATC is big; very big. And ATC is owned 100% by a firm called TIME, INC.

And when Trygve Myhren says that 'he (is) prepared to drop from all ATC systems any (satellite delivered program) service that declines to scramble its signal,' he is sending a strong message to the likes of Ted Turner (WTBS, CNN, CNN/2, Roy Bliss (WGN, WPXI, KTVT), and CBN, ARTS, The Disney and Playboy 'channels'; even the Weather Channel!

Myhren has cable's attention. Unfortunately for TVRO, he is not the only 'large MSO' executive making these sounds. He was joined late in May by similar statements coming from top execs at **United Cable Television Corporation** (43 cable systems, more than **675,000** 'basic' subscribers and more than 575,000 'pay cable' subscribers), **Daniels & Associates** (25 cable systems, more than **250,000** 'basic' cable subscribers and more than 255,000 'pay cable' subscribers), and the firm that first spoke out in these 'tones,' **Tele-Communications, Inc.** (nearly 500 cable systems serving over **3,000,000** 'basic' and more than 2,000,000 'pay' cable subscribers). Just these five MSOs, taken alone (and they are **not alone**) total more than 6,400,000 'basic cable' and more than 5,000,000 pay cable subscribers.

Let's back up 12 months. Suppose this was June of 1984 and this group of five MSOs came out in favor of having "all program signals scrambled by the end of the year . . .". At that

"ATC CHAIRMAN said he is prepared to drop from all ATC (cable) systems any satellite program service that declines to scramble its signal."

CABLE DECLares WAR ON TVRO "INDEPENDENCE"

point, HBO (carried virtually unanimously by these system operators) would have been facing a 'loss' of 5,000,000 'pay cable homes'; not an insignificant portion of their 13,500,000 (estimated) pay-cable universe. Naturally that would have gotten the attention of HBO. Of course we already have HBO's attention; and we have HBO's scrambling system 'in place.'

Now back to the present; Ted Turner faces losing some 6,000,000 plus paying homes, approximately 1/5th of his 'cable universe,' if just these five big-time MSOs 'pull the plug' on Turner. CNN and CNN/2 would face similar problems. And these five, while first to 'go public' against TVRO, are hardly all of those likely to join the 'chorus' before it gets done.

"TED TURNER could lose 6,000,000 cable homes if just five MSOs pull the plug on WTBS and CNN services . . .".

In fact, just days prior to your reading this updated report, the cable people were completing their annual 'NCTA' convention, in Las Vegas. On the very last day of their annual meeting, the last 'general session' at the convention had the following 'title' and the following participants:

"STAR WARS: Business Opportunities from Satellite To Home"

Moderator, William Strange (Sammons Communications; more than 600,000 'basic' cable subs). Speakers, Martin Marlarkey (cable consultant), David Horowitz (**MTV Network**), Larry Carlson (**Home Box Office**), Burt Stanier (**Group W Cable**, more than 140 cable systems, subscriber count not available but significant; Group W Cable is '**Westinghouse**'); Frank Drendel (**M/A-Com**); Joseph Gans (Cable TV Company, a Pennsylvania operator with nearly 40,000 subscribers); Steve Schulte (**Showtime**), and, John Sie (VP of Tele-Communications, Inc./TCI with 3,000,000 basic subscribers)."

Broadcasting Magazine, reporting on this panel, noted: "(Another) pervasive topic at the show will be the scrambling of the cable network's satellite feeds. Cable operators, concerned about losing subscribers to SMATV operators and backyard dish owners who pick the cable services off the satellites for free, are putting pressure on the programmers to scramble. And some would like to see the services scrambled so they could sell cable services to dish owners just as they do their cable subscribers."

JOHN SIE/ "Scrambling of all satellite signals is needed to protect the integrity of the product which cable operators sell . . .".

The 'point man' in all of this sudden activity is **John Sie** of TCI. Sie is much respected in cable, having come to TCI from Showtime where he was a Vice President. Prior to that, Sie was in top management at Jerrold (General Instrument) which at the time Sie was in control was the major supplier of cable hardware to the cable industry.

Sie sprang his 'plan' concurrent with the (Lloyd Covens) **'Channel Guide'** trade show in May in Denver and he put his feelings into a letter which he widely distributed to people like Trygve Myhren. Sie proposed formation of a 'cooperative' composed of the nation's cable television operators, the cable programmers (on satellite) **and** decoder manufacturers. Sie envisioned scrambling '**virtually all of the cable programming carried by satellite**' (upwards of 30 channels) so that the nation's cable operators could then become 'retailers for cable programming services to dish owners.' In his May 9th letter, Sie argued "**scrambling of all satellite signals is needed to protect the integrity of the product which (we) cable operators now sell to the public.**"

"Incidences abound of SMATV and hotel/motel operators using unauthorized satellite cable programming for commercial purposes within cable's franchised areas. **Cable operators should be the programming distributors for TVRO owners** within their franchised areas **and in nearby unfranchised areas.** The long-term benefits to the basic networks (i.e. services such as WTBS, CNN) would be enormous since securing our product and stopping theft of service by unlicensed distributors will lend economic stability and growth to cable operators, **accelerating the wiring of the rest of America.**"

Myhren would subsequently tell fellow cable operators that "**ATC has an obligation to its stockholders and its paying subscribers** (to enforce mandatory scrambling) **to refuse to carry any service that is inviting piracy by failing to scramble.**" He was joined by officials from Daniels and United who said things such as "**The industry does not have a higher priority than to get those signals scrambled.**"

So how did the cable programmers, the people who would have to pay the bill for scrambling, react to the sudden interest in forcing 'all cable programmers to scramble'? **Ted Turner**, speaking before a cable group in Denver said "**We have absolutely no conceptual problem with scrambling** if we can get everybody together with a program that makes sense **and won't deny service to home earth station owners.**" Turner was the **only one** with an 'early response' who even mentioned a concern for 'home earth station owners.' The balance, responding as did United Video's **Roy Bliss** (WGN, KTVT, WPIX) in our **CSD** report for June 01, were more impressed by Sie's 'master-plan' to have the cable system operators **pay for** the descrambler units. Even programming execs from CBN and The Weather Channel reacted in a 'positive way' to the concept although a VP at CBN raised one interesting concern. "I am troubled by the implication (through cable's **exclusive right** to retail the scrambled services in many or most areas) that the (cable) operator would have a proprietary relationship to the programming (itself)."

SPACE officials were not so kind. Off the record, they saw the entire plan becoming quickly mired in legal quicksand.

Refusing to be quoted, they noted that the very action of allowing two or more MSOs to come 'together' to discuss such a 'monopolistic plan' was a probable violation of Sherman Anti-Trust laws. Another SPACE official felt that the announcement of the plan, and the appearance on the NCTA convention program of the controversial 'STAR WARS' topic was '**good for TVRO**' because this proposed cable plan would 'greatly assist TVRO in getting the attention of Congress, **this year**, to adopt the recently introduced 'Scrambling Moratorium Bill.' The moratorium plan was first announced in Las Vegas and it would '**freeze**' for two years any scrambling of satellite programming by cable '**until the marketplace mechanisms for distributing the services and the hardware are in place.**' Many other TVRO executives agreed with this assessment and one commented (again, off the record) "**Cable has played right into our hands; we needed something to take to Congress to prove that we were in great danger and this is it. Cable's timing could not have been better for TVRO.**"

Those optimistic assessments of what 'may happen' as a result of cable possibly sticking its foot into its mouth aside, the sincerity of cable operators such as ATC and TCI in this arena points up that whether TVRO is aware of it, '**cable and TVRO are at war.**' All of this comes on the heels of a pair of now widely quoted '**TVRO Studies**' which clearly show that TVRO has begun making significant 'inroads' into cable territory during the past 12 months. **One study**, published in summary in **CSD/2** for May 15th and **CSD** for June 1st, reports that of **all**

"CABLE has played right into our hands; we needed something to take to Congress and this is it . . .".

TVRO owners, 1 in 4 have access to cable service. And of those 1 in 4, nearly 50%, or half, have elected to 'drop cable' in preference to owning a TVRO. **A second study**, funded by **The First Communications Group** (CommTek Publishing) found 1/3rd of all TVRO buyers **during the past six months** were located in areas where cable was available. The scope of the two private studies clearly indicates that TVRO marketing has shifted from predominantly rural to significantly urban homes. And as United's **Roy Bliss** pointed out in **CSD** for June 1st, "**Each time a cable subscriber drops his cable service, the cable operator sees a capital loss of approximately \$1,000 (since) cable subscribers have a value of \$1,000-each in the cable marketplace . . .**"

Bliss had further warned TVRO dealers on the **BORE-SIGHT** TV program on May 30th that his company was under 'considerable pressure to scramble,' citing state cable trade associations in Ohio, Oklahoma and elsewhere that had adopted 'resolutions' calling on ALL cable programmers to scramble as rapidly as possible. Bliss also pointed out, on **BORE-SIGHT** and in **CSD** for June 1st that "**cable operators are so concerned about having us scramble that they are even willing to pay the cost of the de-scramblers . . .**"

That is part of the John Sie plan. Sie recognizes that while premium programmers such as HBO do have the dollars to pay the cost of cable headend descramblers, that the 'basic service programmers' such as WTBS/CNN/ESPN and others do not receive enough money from their cable system customers to justify the expense of providing each with a descram-

ROY BLISS/ "Cable operators are so concerned about having us scramble that they are willing to pay the cost of the descramblers . . .".

bler. Sie suggests that "cable operators must be willing to pay the cost of installing decoders at their headends."

Sie feels strongly that the timing of the proposal is important to its success. Mindful that HBO has already selected the M/A-Com Linkabit scrambling system, and has it essentially in place, and also mindful that his former employer, Showtime, has given a commitment to utilize the same Linkabit system when it does scramble, Sie argues in favor of "permitting a single decoder to pick up all of the scrambled signals, making it cheaper for earth station owners to purchase the programming." And perhaps in anticipation of the potential Sherman antitrust problems which brings some measure of 'pleasure' to SPACE's legal staff. Sie adds that "each programming service will establish its own price and its own distribution Network" which he says would "avoid possible antitrust problems that have stymied other (reported) attempts to link cable programmers in a common DBS package."

TVRO executives were not so sure Sie's statements were as straightforward as they appeared to be. Sie talked about the programming 'co-op' being a 'non-exclusive' program which would allow other programming distributors (such as Canaan Communications) to sign the same programming sources. SPACE continued to be concerned about HBO's original plan which clearly make the scrambled programming approach 'cable (operator) friendly,' by placing the cable

SIE'S proposal would seem to be a near-carbon-copy of the M/A-Com announced plan for a 'National Authorization Center.'

TIME TO MEASURE OURSELVES AGAIN

The CSD 'Dealer Survey', first conducted in 1983, has become an important part of the annual industry measurement of its own 'health'. Our 1983 survey revealed considerable dealer 'unrest' with OEM warranty policies and more than one OEM subsequently elected to modify his warranty program as a response to that unrest. Our 1984 survey revealed a significant improvement in the 'relations' between dealers

operator in the position of being the 'sole distributor of scrambled programming' in an area. One TVRO OEM contacted noted "This is not such a new plan; it is simply the old, original, HBO plan with somebody else running it. At first we had HBO running this sort of 'programming cooperative' and that did not fly because there are so many legal problems with HBO and other programmers working together in this way. Now we have the plan lowered a level, from the **major cable** programmers to the **major cable system operators**. The effect is the same; it is still a **cable monopoly** and I can't help but point out that ATC, a major player in this, is owned 100% by TIME, INC.; the same Time, Inc. that owns HBO . . .".

Sie proposes creating a non-profit **National Authorization Center** to control turning-on and turning-off individual home (and SMATV/CATV) earth station decoders. The center would also function as a 'data bank' to interface between cable programmers participating in the nationwide scrambling program and the TVRO customers. Hardware supplier M/A-Com has announced its intentions to create just such an 'authorization center' but has insisted that it will 'step down' in favor of another center **operator** as soon as someone comes along to fill that role. **Sie's proposal would seem to be a near-carbon-copy of the M/A-Com announced plan** and there has been speculation that Sie is 'merely fronting for M/A-Com' to shift the center of activity away from M/A-Com and more directly into the cable television camp(*).

The activity stage **will shift** this week from the cable industry's Las Vegas convention to the TVRO industry's Tulsa convention (June 21-24). In the 'great scrambling tennis match' of 1985, the ball is now clearly in TVRO's court and SPACE's leaders and members of the industry from dealers through OEMs will be on hand to assess the extent of cable damage already done by the widespread publicity and support for 'The Sie Plan.'

*/ Coop comments on the possible M/A-Com involvement in the Sie plan and the status of their own announced 'authorization center' in CSD for July 1st.

and OEMs and also showed us that retail sales growth was just under 74% over the 1983 period. The first significant 'inroads' from Japanese and Korean suppliers was evident in the (mid-year) 1984 survey and the leadership position of firms such as Drake was being challenged for the first time.

In the past, creating the 'raw survey' (questions) has been quite straight forward; we asked dealers to comment on the size and scope of their business, and to reveal their degree of 'satisfaction' with various products available in the marketplace. The 1985 survey presents special problems.

- 1) The industry, for the past 90 days, has undergone a significant downturn; **retail sales are 'off'**, distributors are caught 'in the middle' with factored or financed goods stocked in depth, and OEMs have been filing for 'Chapter 11 protection' with startling frequency.
- 2) Significant new product entries, from **Uniden, DX** and **Panasonic** are directly challenging equally new products from **R.L. Drake** and others (built in North America) and most of these new products are just now coming into the 'sales stream'; their track record is not yet established although there can be little doubt that these new products will play substantial roles in new system sales for the balance of 1985.

IN STOCK IN TAMPA**DX COMMUNICATIONS**

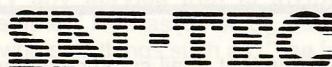
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- 3) Consumer buying attitudes have been directly impacted by **cable television campaigns** to paint TVRO as undesirable and 'dangerous'. **Scrambling confusion** has taken a significant toll in the consumer marketplace and there is at least the possibility that 1985 sales overall might end up being far below those forecast earlier this year.

Past studies have focused on the relationship between the dealer and the equipment, and, the dealer and the supplier.



WEST INDIES VIDEO

WIN A TRIP TO PROVO: We don't expect dealers to devote the time required to complete this survey without some possible opportunity for 'reward'; although the survey results shared with the entire industry are in themselves a 'reward'. Last year **CSD** inaugurated a special 'prize' for the survey program; Dealer **John Salle** and wife Carol from Florida received a one week, all-expense paid trip to the island of Providenciales in the Turks and Caicos (Islands) where Coop maintains the CSD 'Lab Site'.

This 'Vacation In Paradise' prize will be awarded in the following manner:

- 1) The **deadline** for returning your survey form is **July 10, 1985**. Your completed survey form must be post-marked prior to midnight July 10th to qualify.
- 2) From all survey forms received, a **random drawing** will be held 'on camera' during the **BORESIGHT** television program to be televised Thursday, **August 22** (9PM eastern, F4, transponder 20). The randomly selected survey 'entrant' will be awarded an all-expense paid trip for two, originating in Miami, Florida (winner is responsible for air fare to Miami) to Provo over the 'winter holiday period' between January 1 and April 1.
- 3) The winner and 'friend' will have a car while on Provo, will be lodged at the beautiful **Treasure Beach Villas** on Provo's north shore in a private condo and will dine at local restaurants. Tours of the WIV/CSD 'Test Lab' will be included as a part of the activities.

Many of the 'evils' evident in these relationships are now resolved and in the maturing process the industry has found a new (common) evil in the cable industry and its satellite-delivered-programmers. So structuring this year's survey to reflect these marketplace changes requires special concern for not just the present but the near-term future as well.

As with past surveys by **CSD**, each respondent has the right to request that his survey information be held 'confidential'. If you are concerned about completing the survey because you fear being revealed as a source of 'honest answers', **fear not**; merely tick-off the opening line on the survey indicating that you wish your 'identity' kept confidential in the detailed analysis to be published late this summer.

Deadline

All surveys must be in the mail (i.e. postmarked) **prior to midnight on July 10th**. That gives you nearly one month to

complete the survey form. On our **BORESIGHT** television program on **August 22** (F4, TR20, 9PM) we will conduct a 'live-on-tape' drawing to randomly select a single survey entrant as the winner in this year's "Dealer-Vacation-in-

Paradise" survey-bonus; a one week, all-expense paid trip for two people to Providenciales in the Turks and Caicos Islands (see details here; page 12).

INSTRUCTIONS: Complete pages 13 to 19 and postmark to **CSD Survey, P.O. Box 100858, Ft. Lauderdale, Florida 33310** prior to midnight on July 10 (1985). If you have any questions concerning completion of this survey, telephone **Carol Graba at 305/771-0505** between 9AM and 4PM eastern time weekdays. You may remove these pages from **CSD/2** as your entry OR office-machine-copy these pages as your 'official survey/entry'. **You must be a retailer of TVRO hardware/systems to complete the survey (and enter) BUT you are not required to be a subscriber to CSD/2 to enter.** Additional survey forms are available upon request from CSD/2.

PLEASE DO NOT 'QUOTE' any of my comments or survey responses; I am submitting this survey information for use only in compiling an industry 'data base' and do not wish to be identified individually in any written reports.

YOUR NAME _____

COMPANY/Dealership Name _____

MAILING Address _____

TOWN/City _____

STATE _____ ZIP _____ Telco (_____) — _____

ABOUT Your Business:

- 1) Years in retail business _____
- 2) Years (months) **selling TVRO** _____ Years _____ Months
- 3) Total Number TVRO Systems Sold/Installed:
 - A) Between May 01, 1985 and May 31, 1985; _____
 - B) Between May 01, 1984 and May 31, 1984; _____
 - C) Between January 01, 1984 and December 31, 1984; _____
 - D) Between January 01, 1985 and **May 31, 1985**; _____
- 4) Total Number TVRO Systems:
 - A) Sold/Installed between June 01, 1984 and June 30, 1984; _____
 - B) **EXPECT to sell** between June 01, 1985 and June 30, 1985 _____
- 5) Average Retail Price of all systems sold (total gross dollars received for systems sold **divided by** number of systems sold):
 - A) Between January 01, 1984 and December 31, 1984: \$ _____
 - B) Between January 01, 1985 and **May 31, 1985**: \$ _____

CAUTION: Please note **YEARS** designated in above questions!

- 6) You have:
 - A) _____ Full-time employees
 - B) _____ Part-time employees
 - C) _____ Full-time business-dedicated vehicles
 - D) _____ Part-time business-dedicated vehicles
 - E) A 'store-front' business location? _____ YES _____ NO
 - 1) If yes, number of TOTAL square feet: _____ square feet
 - 2) If yes, number square feet set-aside **solely for display**: _____ square feet
 - F) A 'full-time' service technician? _____ YES _____ NO
 - 1) If yes, is the technician EVER used for field installations? _____ YES _____ NO
 - G) A 'part-time' service technician? _____ YES _____ NO
 - 1) If yes, is the technician EVER used for field installations? _____ YES _____ NO
- 7) You operate as (check off **ONLY those** where answer is 'YES'):
 - A) _____ Corporation
 - B) _____ Partnership
 - C) _____ Proprietorship (i.e. dba)
 - D) _____ With regular, posted, operating hours
 - E) _____ With a listing in local 'yellow pages'
 - 1) _____ With a paid-for display advertisement in local 'yellow pages'
 - F) _____ Solely a TVRO retail business (**NO OTHER** product lines)
 - G) _____ TVRO products **PLUS** other video/electronics products
 - H) _____ TVRO products **PLUS** other general merchandise (i.e. TVRO systems are products carried **in addition to** other consumer product lines)

8) You Maintain (i.e. elect to do as a routine business practice; check off **ONLY those** where answer is 'YES'):

A) A policy of exhibiting at local consumer oriented 'shows' and 'fairs'
 B) A trailer mounted antenna which is ROUTINELY used for system demonstrations and/or 'TI' checking
 1) If YES, brand, model and size of trailer mounted antenna: _____

C) A 'regular' **newspaper advertising program**

1) If yes, average number of dollars spent **per month** for newspaper advertising: \$ _____

D) A 'regular' (local) **radio** advertising program

1) If yes, average number of dollars spent **per month** for radio advertising: \$ _____

E) A 'regular' (local) **television** advertising program

1) If yes, average number of dollars spent **per month** for television advertising: \$ _____

ABOUT Your Market:

1) Are you located inside of incorporated town/city limits? YES NO

A) If 'NO' are you within **5 miles** of an incorporated town or city?
 _____ YES NO

2) Approximate population of town/city you are located within, or nearby to: _____ people

3) Does this community **have cable television** service available?

_____ YES NO

A) If 'YES':

1) Number of channels offered on 'basic cable': _____ channels

2) Number of **additional channels** offered on 'premium cable': _____ channels

3) Cable television system charges for:

A) 'Basic Cable': \$ _____ per month, 1st set

4) Does local cable system offer (check off **ONLY those** where answer is 'YES' and complete by filling in monthly charges for same):

A) HBO (at \$ _____ per month)

B) Cinemax (at \$ _____ per month)

C) Showtime (at \$ _____ per month)

D) The Movie Channel (at \$ _____ per month)

E) The Disney Channel (at \$ _____ per month)

F) The Playboy Channel (at \$ _____ per month)



YOU AND A FRIEND/ could be the 'lucky-dealer-twosome' to step off this Cayman Airways jet onto Providenciales this winter! Be certain your dealer survey forms are postmarked prior to midnight July 10th!

WIN
 7 DAY
 PROVO

HOLIDAY!

4) Has the local cable company (check off **only where** answer is 'YES'):

- Run any newspaper 'announcements/advertising' which you consider **detrimental to** TVRO sales?
- Run any radio 'announcements/advertising' which you consider **detrimental to** TVRO sales?
- Made any announcement that **IT WILL** be an 'agent' or 'distributor' for HBO (Cinemax) or other satellite delivered services, **TO** home TVRO owners?

NOTE: Copies of any advertisements or announcements run in your area, with the completed survey form, **will be appreciated!**

5) Has your TVRO business (check off **only where** answer is 'YES'):

- Run any newspaper advertisements where you **compare the cost** of subscribing to cable **to the cost** of owning a TVRO?
- Run any radio advertising where you **compare the cost** of subscribing to cable **to the cost** of owning a TVRO?

NOTE: Copies of any such advertisements run by your firm, with the completed survey form, **will be appreciated.**

6) The number of firms selling TVRO:

- Within** the incorporated town/city where you primarily operate:
 - Full-time, store-front operations: _____
 - Part-time, non-store-front operations: _____
- Within** your '**service area**' (the region you normally market to):
 - Full-time, store-front operations: _____
 - Part-time, non-store-front operations: _____

7) What mileage 'radius' of your business do you consider to be '**your service/market region**'? _____ miles

- This market is _____ larger _____ smaller _____ the same as one year ago

1) **IF 'smaller,'** your reasons for **reducing** your market-area served:

ABOUT Cable 'Competition':

The June 01 edition of **CSD** reported that a national study of TVRO users indicates that **1 TVRO buyer in 4** lives where he/she has ready access to a cable television service. The same study reveals that for those TVRO buyers who have cable available, **nearly 1 in 2** opt to disconnect from cable TV service **AFTER** they have bought a TVRO. We are interested in your own market experience in this area:

1) What percentage of your TVRO system sales are to customers who **ALREADY HAVE** cable television service available? _____ %

2) **Of that percentage**, what (sub) percentage **were subscribing** to cable when you sold them their TVRO? _____ %

3) Of the percentage **who subscribed to cable**, what (new) percentage then dropped their cable service **after buying a TVRO**? _____ %

The same **CSD** report indicated that TVRO consumers who **did have cable** and **who dropped cable** after buying a TVRO listed several reasons for their doing so. In the following 'reasons,' number from 1 to 4 with **1 as most often cited** and **4 as least often cited** the reasons **YOUR TVRO CUSTOMERS** gave you for dropping their local cable service in favor of TVRO:

- CABLE too expensive
- CABLE did not provide a wide enough selection of programs
- CABLE service not of adequate technical quality
- CABLE _____ (complete as applicable)

ABOUT Cooperating With Local Cable:

HBO will distribute itself and Cinemax through cable 'affiliates' while **M/A-Com** will distribute the **VC2000E** descramblers through their distributors and dealers. Have you (check off where answer is 'YES'; otherwise leave blank):

A) Talked with **local cable firm** about your somehow 'cooperating' with them in making installations for HBO/Cinemax service?

1) **IF 'YES,'** did you find them 'interested'? YES _____ NO _____

B) Decided **not to 'bother'** offering HBO or Cinemax AS LONG AS there are other non-scrambled premium services available on satellite?

1) **If 'YES,'** in effect **ignoring HBO + Cinemax** as a scrambled service, will the future scrambling of Showtime and The Movie Channel cause you to **re-assess** that 'policy'? YES _____ NO _____

C) Decided to 'go ahead' and offer HBO and Cinemax service by arranging for M/A-Com VC2000E descramblers through M/A-Com distributors?

1) **If 'YES,'** are you **PRESENTLY** handling M/A-Com TVRO receivers?
YES _____ NO _____

VACATION on Provo courtesy of CSD/WIV! Complete your survey form prior to **July 10th** to qualify for this year's trip!

ABOUT Other 'Scrambled Services':

1) Do you presently or have you **ever offered** for sale or offered to install **authorized** descramblers for:

A) CANCOM (Canadian) scrambled service channels? YES NO

B) 'X' or 'XXX' rated Adult Channels? YES NO

BUSINESS TRENDS So Far In 1985:

Please complete as many of the following as possible indicating your own best-estimates of the status of TVRO business in **your marketing region** to date for 1985 (i.e. January 1st to present):

1) Sales, overall, for this year have been:

A) UP by _____ % from **same period 1984**
 B) DOWN by _____ % from **same period 1984**
 C) _____ Unchanged from 1984, same period

2) Sales, by month to date have been (check off **one per month**):

A) **January** 1985 UP DOWN SAME as 1984
 B) **February** 1985 UP DOWN SAME as 1984
 C) **March** 1985 UP DOWN SAME as 1984
 D) **April** 1985 UP DOWN SAME as 1984
 E) **May** 1985 UP DOWN SAME as 1984
 F) **June** 1985 UP DOWN SAME as 1984

3) Please indicate the **ONE most important factor** which you believe has affected your retail sales thus far in 1985, within your market area:

A) _____ Change in **consumer awareness** of TVRO
 B) _____ Change in consumer awareness of satellite **scrambling 'threat'**
 C) _____ **Increase in retail sources** handling TVRO AND **decreased retail pricing**
 D) _____ **Greater availability** of 'mail order' TVRO systems and hardware
 E) _____ OTHER (_____)

4) What sort of 'change' or 'event' do you believe must take place **before** the industry realizes its true 'sales potential' for the balance of 1985?

YOUR BUSINESS Volume:

1) You are averaging how many system sales **PER WEEK so far in 1985** (total number of sales to date since January 1 **divided by** number of weeks to date in year; i.e. **24** through June 15, **25** through June 22, **26** through June 29, **27** through July 6): _____ systems per week

2) For the period **May 01 through the present date**, how many system sales have you averaged per week (total number sold May 1 to present **divided by** number of weeks; i.e. **7** through June 15, **8** through June 22, **9** through June 29, **10** through July 6): _____ systems per week

3) What was the **average installed-price** per system for the period **May 01 through** the present cut-off date (i.e. total gross dollars for systems sold divided by number of systems sold since May 01): \$_____

4) **For all of 1984**, how many systems did you sell (see **question 3C**, page 13; should be same number): _____ systems

5) For those systems sold **in 1984**, what was the average price per system (total system sales dollars in gross **divided by** number of systems in question 4 above): \$_____

YOUR SYSTEM Profiles:

The equipment you elect to handle for 'system packaging' helps to determine system pricing. While you may handle more than one 'system package' and customers may elect different component units to make up their own systems, there are certain 'packages' which **you consider** as 'standard' for various installed-price categories. Please help us understand your system packaging of equipment for various price levels.

1) Your **top end system** consists of:

A) _____ brand model _____ antenna; _____ feet
 B) _____ brand LNA/B/C, model _____, _____ degrees
 C) _____ brand feed, model _____
 D) _____ brand actuator/controller, model _____
 E) _____ brand receiver, model _____

1) **Installed price:** \$_____

1985 CSD DEALER BUSINESS SURVEY: continued

2) Your **medium-level system** consists of:

- A) _____ brand model _____ antenna; _____ feet
- B) _____ brand LNA/B/C, model _____, _____ degrees
- C) _____ brand feed, model _____
- D) _____ brand actuator/controller, model _____
- E) _____ brand receiver, model _____

1) Installed price: \$ _____

3) Your **low-end system** consists of:

- A) _____ brand model _____ antenna; _____ feet
- B) _____ brand LNA/B/C, model _____, _____ degrees
- C) _____ brand feed, model _____
- D) _____ brand actuator/controller, model _____
- E) _____ brand receiver, model _____

1) Installed price: \$ _____

YOUR Equipment Profiles:

Many dealers concentrate their selling and packaging using two or three primary 'brands' but arrange to offer additional brands for competitive reasons. Please list the most-often-sold, from **most frequently sold** to **least frequently sold**, in each of the categories below:

1) **Receivers** sold:

| Brand | Model | Price | Quantity | Comments |
|-------|-------|-------|----------|----------|
| A) | _____ | _____ | _____ | _____ |
| B) | _____ | _____ | _____ | _____ |
| C) | _____ | _____ | _____ | _____ |
| D) | _____ | _____ | _____ | _____ |
| E) | _____ | _____ | _____ | _____ |
| F) | _____ | _____ | _____ | _____ |
| G) | _____ | _____ | _____ | _____ |
| H) | _____ | _____ | _____ | _____ |

2) **Antennas** sold:

| | | |
|----|-------|------|
| A) | _____ | feet |
| B) | _____ | feet |
| C) | _____ | feet |
| D) | _____ | feet |
| E) | _____ | feet |
| F) | _____ | feet |

3) **Actuators/Controllers** sold:

| | | |
|----|-------|-------|
| A) | _____ | _____ |
| B) | _____ | _____ |
| C) | _____ | _____ |
| D) | _____ | _____ |
| E) | _____ | _____ |

4) **Feeds** sold

| | | |
|----|-------|-------|
| A) | _____ | _____ |
| B) | _____ | _____ |
| C) | _____ | _____ |
| D) | _____ | _____ |

5) **LNA/B/Cs** sold:

| | | |
|----|-------|--|
| A) | _____ | Bought with receiver? <input type="checkbox"/> YES <input type="checkbox"/> NO |
| B) | _____ | Bought with receiver? <input type="checkbox"/> YES <input type="checkbox"/> NO |
| C) | _____ | Bought with receiver? <input type="checkbox"/> YES <input type="checkbox"/> NO |

**WIN A FREE VACATION FOR TWO
courtesy of CSD and West Indies Video!**

SYSTEM CONFIGURATION Changes:

Block downconversion and 'mini-distribution' systems are widely touted as the 'systems of the future.' **Total remote control** of the receiver **and** the actuator are equally 'state-of-the-art.' Please indicate how your **actual system sales** reflect these 'state-of-the-art' improvements in equipment over the past year:

- 1) We are **presently selling:**
 - A) More block systems than single/double conversion systems YES NO
 - B) More systems with remote **RECEIVER control** than without YES NO
 - C) More systems with remote **CONTROLLER control** than without YES NO
- 2) % of all of our systems sold now have **two or more** (BDC) receivers
- 3) % of all of our systems sold now have '**extended remote**' control of the **RECEIVER** from remote points in the house
- 4) % of all of our systems sold now have 'extended remote' control of the **ANTENNA** (controller) **from remote points** in the house
- 5) We expect the following **changes** to be **most important** for new system hardware during the next **12 months:**
- 6) The changes **we would like to see** in new equipment designs are:

WHAT You Offer:

- 1) We **offer** our customers a 'standard' (day) (month) (year) **warranty** on ALL parts **and** ALL labor as a part of a system sale.
- 2) **We offer:**
 - A) Locally arranged bank financing
 - B) Locally arranged finance company financing
 - C) **Normal maximum finance term** through either of the above is **months** at a finance rate of %.

ZONING:

- 1) In the past year we have seen no change increase decrease in **anti-TVRO zoning** activities in our marketing area.
- 2) We have have not requested **the assistance of SPACE** in dealing with our zoning problems.
- 3) We have have **not RECEIVED assistance from SPACE** in dealing with our zoning problems.

LEGISLATION:

- 1) We have have not made an effort to make our PRESENT customers **aware of** the pending two-year-scrambling moratorium legislation.
- 2) We do do NOT **belong to SPACE**.
- 3) We have/will have not/will not be/(been) a part of the SPACE 'dealer certification program.'
- 4) We rate SPACE activities in the **past year** as:
 - Excellent
 - Good
 - Fair
 - Poor

PROBLEMS:

- 1) We rate as **number one** the following '**retail-level**' **problem** we must face each week:

- 2) We rate as **number one** the following '**supplier-level**' **problem** we must face each week:

- 3) We rate as **number one** the following **supplier** for their assistance **to us** as a retailer:

PROMOTION:

Consumer level advertising in **TV Guide**, **Sports Illustrated**, **Playboy** and other mass-circulated magazines as well as some television advertising is now practiced on a limited scale by OEMs. Please rate how **helpful** this advertising has been **to you to date** in creating new sales leads or system sales:

- 1) Magazine advertising **to date** has been:
 - A) Very helpful Marginal in help Of no help
- 2) (National) television advertising to date has been:
 - A) Very helpful Marginal in help Of no help
- 3) Comments on how national advertising could **better assist you** in your retailing activities:

- 4) We are are NOT receiving **adequate** store promotional materials from our suppliers.
 - A) If 'are,' supplier who is **most helpful** in this area:

CASH FLOW Assistance:

Some distributors and OEMs have established 'flooring programs' to assist **established dealers** with the purchase of inventory. Please comment on whether you use such a service and whether this service has a bearing on whom you purchase from:

- 1) We do do NOT receive extended terms from our equipment source.
 - A) If 'do,' maximum length of terms: days
 - B) If 'do,' this does does NOT play a part in our ordering from the source extending such terms.
- 2) We do do NOT receive 'cooperative/Co-Op' **advertising allowances** for the equipment we buy.
 - A) If 'do,' do you actually **USE** this allowance YES NO
 - 1) If you 'do use,' do you use it for:
 - A) Newspaper advertising
 - B) Radio advertising
 - C) (Other)

TEST EQUIPMENT Use:

Several new pieces of TVRO test equipment have come on the marketplace in the past 12 (6) months, some of it dedicated to making TVRO BDC installations more 'foolproof.' Please comment on the equipment you **now have** and use, or **plan to purchase** during the balance of 1985:

| Type of Equipment | Now Have | Now Use | Will Buy During 1985 |
|----------------------------|----------|---------|----------------------|
| CATV Signal Level Meter | <hr/> | <hr/> | <hr/> |
| 70 MHz Signal Level Device | <hr/> | <hr/> | <hr/> |
| BDC Signal Level Device | <hr/> | <hr/> | <hr/> |
| Lab Spectrum Analyzer | <hr/> | <hr/> | <hr/> |
| Portable Spectrum Analyzer | <hr/> | <hr/> | <hr/> |
| Digital VOM | <hr/> | <hr/> | <hr/> |
| In-Line Signal Detector | <hr/> | <hr/> | <hr/> |
| 'TI' Test Set | <hr/> | <hr/> | <hr/> |
| Oscilloscope | <hr/> | <hr/> | <hr/> |
| Sweep Generator | <hr/> | <hr/> | <hr/> |
| Newton (4 GHz) Test Set | <hr/> | <hr/> | <hr/> |

TERRESTRIAL INTERFERENCE:

With more and more TVRO systems going into suburban and urban areas, the incidence of 'TI' (**terrestrial interference**) is increasing. Please show your own 'TI problem' frequency and your normal method of **curing TI** at a customer's installation:

- 1) During 1985, % of our installations done **NEW** have had **some amount** of 'TI'
- 2) To control TI, our **FIRST step** is to:

Install traps Move the antenna Install 4 GHz filters Change to a lower-TI-susceptible antenna
- 3) The majority of our TI problem installations are resolved with:
 - A) PICO traps
 - B) Phantom devices
 - C) Microwave Filter Devices
 - D) ESP devices
 - E) Changing our antenna type or location

RETURN THESE FORMS (all 7 pages) BEFORE JULY 10th to:

CSD SURVEY
P.O. Box 100858
Fort Lauderdale, FL 33310

SOAPBOX:

The **biggest problems** facing our industry **today** are:

NEW PRODUCTS/Continues from page 6

from M/A-Com, Drake, Prodelin, Luxor, NEC, Astro Antenna, Omni Spectra, Houston Tracker, Newton, SGC, Chaparral, California Amplifier, Birdfinder and Weather Wall are carried.

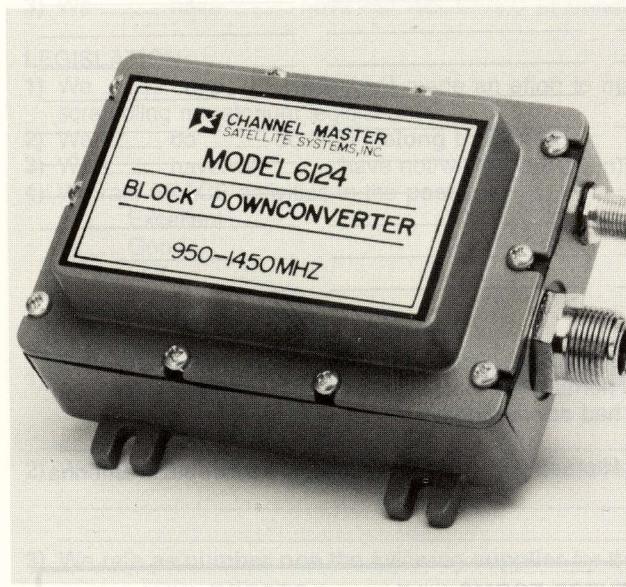
SATELLITE VIDEO SERVICES (RR #1, Box 85-S, Paul Saxe Road, Catskill, New York 12414; 518/678-9581) with offices in Catskill, Hornell (New York), Raymond (New Hampshire) and Altoona (Pennsylvania) has added a pair of new antenna lines to their product mix. The **Command Performance Unitrac-180** is a stretch-formed perforated steel 10 foot diameter antenna with a galvanized 180 degree horizon to horizon mount. Also available at SVS is the **ASTRA 10'** aluminum mesh antenna, which is UPS shippable.

SVS in Hornell, New York has also announced their new 800 toll free number; within New York State; the number is 800/641-0018 while dealers outside of New York should call the Hornell facility at 800/831-1134.

THE SATELLITE STORE, INC. (Rt. 1, Box 110D, Battle Lake, Minnesota 56515; 218/864-5283) has opened a 'wholesale distribution division'. The new 'TSS Distributing' operation has moved into a 7500 square foot warehouse and a new toll free number for dealers is available; 800/942-8347.

RECEIVER Ramblings

CHANNEL MASTER CORP. (P.O. Box 1416, Smithfield, NC 27577; 919/934-9711) has brought out a pair of new receiver related products. The model 6124 block downconverter provides a 950-1450 MHz signal in an 'adapted format' so that the block converter may be used with single conversion receivers. With the 6124 unit is their model 6156 'Multi-Set Adapter' which allows use of multiple single conversion (70 MHz input) receivers through a mini-SMATV format that includes a cable distribution system on premises. Channel Master has a merchandising program to help single conversion receiver users 'upgrade' to the advantages of block downconversion (multiple receiver) technology. For \$149.95, any consumer who purchased a single conversion system after March 11th may add both the 6124 block unit **and** the 6156 multi-set unit to their system.



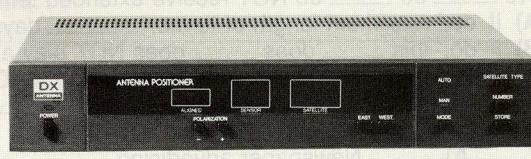
CM's 6124 Ends 70 MHz 'Blues'

CINCINNATI MICROWAVE (One Microwave Plaza, Cincinnati,

**WIN A FREE VACATION
FOR TWO** —SEE PAGE 12 HERE!

Ohio 45249; 513/489-5400) has announced the termination of production for their **Earth Terminals** model receivers although service for the products will continue indefinitely. Cincinnati also announced their acquisition of **Wilson Microwave** and reports a five year management contract with Jim Wilson is expected. Cincinnati is a prime manufacturer of solid-state radar warning devices and had annual sales of nearly \$77,000,000 in 1984. Wilson sales in 1984 were just under \$15,000,000.

DX COMMUNICATIONS (10 Skyline Drive, Hawthorne, New York 10532; 914/347-4040) has begun shipping their brand new DSB-400 antenna positioner; a 24 position, fully programmable solid state actuator and controller with a nonvolatile permanent memory. The unit has an 18 inch antenna arm, programmable limits, a full function remote unit which is also used with the DSB-700 block downconversion receiver. The powering for the actuator is 36 volts.



DX DSB-400 Locks Down 24 Birds

CONIFER CORPORATION (P.O. Box 1025, Burlington, Iowa 52601; 319/752-3607) has introduced the latest generation of its satellite receiver line; the RC-2002. The new receiver has a built-in antenna positioner, detent channel tuning, rapid scanning control, polarity format switching, signal level and digital antenna position plus channel tuning indication, audio tuning and a crystal controlled channel 3 or 4 modulator. Tuning in the receiver is digital synthesized and the installer has an IF gain control to properly adjust for various cable lengths. When the receiver is switched off, automatic local TV or VCR feed through operation occurs. The receiver also features a full function remote (infrared) with a range of up to 30 feet.



CONIFER Puts It In Your Palm

EXCALIBUR SATELLITE SYSTEMS, INC. (700 Huron Street, Memphis, TN 38107; 800/321-6567) has their model 4000 TVRO receiver designed for the TVRO retailer who wants to shorten his



EXCALIBUR 4000S 'Pops Apart'

**WANT
TO KNOW
WHAT'S HAPPENING
IN YOUR INDUSTRY**

THIS WEEK?

**BORESIGHT/9 PM
THURSDAYS
SATCOM F4, TRANSPONDER 20**

(Sponsored by Progressive Manufacturers and Distributors as the TVRO Industry's Only Independent Weekly Television News Magazine!)

service calls to minutes. The new receiver is totally modular and any of the unit's circuit boards can be removed and replaced in under three minutes time, according to the firm. The receiver is made to operate with cable runs out to 500 feet and an 'S' version is available for tuning of stereo in either discrete or matrix formats. A two-year limited warranty backs up the receiver unit. Excalibur also manufactures an extensive line of TVRO antennas from 8 to 13 feet in diameter.

GILLASPIE COMMUNICATIONS, INC. is now known as **Geotech Corporation, Inc.** (355 Sinclair Road, Milpitas, Ca. 95035; 408/943-8800). The firm recently introduced their new **2001R** satellite receiver with block downconversion, quartz synthesized tuning and microprocessor control. The audio features include digital audio tuning and individually addressable left and right channels with both wide and narrow (band) selection plus matrix and discrete capability. The new receiver also builds in the antenna control function with as many as 42 satellite locations (plus parental lock out) included.



GCI MAKES It All 'In One' As Geotech

LOWRANCE ELECTRONICS, INC. (12000 E. Skelly Drive, Tulsa, Oklahoma 74128; 800/331-4105 or 800/331-3889) has introduced a new dual-band, C and Ku frequency range, satellite video receiver system. The new package allows reception from satellites operating in either frequency band with any dish that is capable of dual-band reception. The new package includes a dual-feed for both bands, a 12 GHz LNB, a 4 GHz LNA plus block downconverter, a 4/12 GHz (C or Ku) switch and a Lowrance 70XB receiver. The new products will be on display in booths 406/408 at the STTI show June 21-24 in Tulsa.

(Lowrance also corrects an erroneous press report appearing on the Boresight TVRO Program May 16th. Boresight incorrectly announced that Lowrance was pulling out of the TVRO hardware business. Although the report was corrected on the following week's program, Lowrance feels some damage was done by the incorrect announcement. With a significant number of firms either dropping out of TVRO or reducing their TVRO activities, dealers and others are reminded of the importance of verifying with the 'source' any reports before 'spreading such stories' nationwide.)

RAMSEY ELECTRONICS (2575 Baird Road, Penfield, New York 14526; 716/586-3950) will begin shipping limited quantities of its new Japanese built **PROSTAR** series receiver this month. The new receiver, model **XR-1**, was designed by firm founder John Ramsey and is being manufactured by Mitsumi Electric Corporation in Tokyo. The XR-1 features 'quartz-lock' frequency synthesized tuning, microprocessor controlled video fine tuning circuits, a special anti-TI circuit to control terrestrial interference, a weatherproof DRO (Dielectric Resonator Oscillator) downconverter of block conversion design (440-940 MHz IF), matrix stereo audio, dual polarity equipped with electronic tuning, random channel access through a full function remote control handheld unit and automatic electronic changeover to an external TV antenna or cable TV service. The IF bandwidth is 27 MHz with a claimed threshold of 'less than 8 dB'. Raw video output, for

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10'12' — WIRE MESH
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PHIFER WIRE PRODUCTS

P.O. BOX 1700, TUSCALOOSA, ALABAMA 35403

connection to descrambler units, is provided and the frequency stability of the DRO downconverter is ± 1.5 MHz.



RAMSEY 'Does It' with Prostar XR-1

SATELLITE TECHNOLOGY SERVICES, INC. (2310-12 Millpark Drive, Maryland Heights, Mo. 63043; 314/423-5560) has introduced their **LSR** family of TVRO receiving equipment, an infrared remote controlled 'high tech' styled package designed for ease of consumer use. The new receiver features frequency synthesized control and the user turns on the receiver, selects the satellite and the transponder desired; microprocessor circuitry does the rest. Up to 54 separate antenna positions are stored in memory. Audio tunes from 5.5 to 8.0 MHz with an auto scan feature. The receiver is block conversion in design and additional 'slave' receivers can be added to the system.



STS 'LSR' Has Built-In Antenna Control

TOKI SATELLITE SYSTEMS (818/704-6033 or 800/624-4135 in USA; 604/272-5282 or 800/663-5005 in Canada) has a pair of new TVRO receivers. The **TR99** has AFC, AGC, linear (non-detent) transponder tuning and polarity control with manual skew adjustment. The **TR150B** is a 24 channel, detent tuned, **block** downconversion receiver with automatic polarity switching, video fine tuning, satellite format selection (i.e. Galaxy or RCA), channel scan, LNA + downconverter power switch and a digital channel display. Both units have a 90 day labor and one year parts warranty.

UNITED SATELLITE SYSTEMS (St. Hilaire, Minnesota 56754; 218/328-7733 or 800/328-7733) has announced new stocking distributors for its line of **USS/Maspro** receiver, FM demodulator, TV modulator and antenna products for both commercial, semi-professional and home applications. **ACTION ELECTRIC SUPPLY** in La Habra, California (213/690-4633), **ALPINE MICROWAVE** (303/243-2100), **CRYSTAL MOUNTAIN DISTRIBUTORS** (304/872-4707) and **SATELLITE SAM'S** (317/288-7089) are now handling **USS/Maspro** products.

USS/Maspro is now routinely hosting intensive satellite two-day service seminars for technicians interested in learning both the theory and practical aspects of servicing TVRO hardware and systems. **USS** Chief Engineer Darryl Janisch plans another seminar training session in August and because of limited enrollment space dealers should call him at 218/681-5616 for an early reservation.

VIEWSTAR, INC. (55 Milner Avenue, Scarborough, Ontario, Canada M1A 3P6; 416/298-9919) has a 'problem' which many other TVRO receiver OEMs would like to duplicate; they are virtually sold out of receiver production capability for the immediate and foreseeable

future. They introduced their model **VSS-1450** 'fiddle free' receiver at the Las Vegas trade show in April and report that first quarter production promptly sold out with new distributors in place representing 75% of all USA and Canadian distributorship regions. Increased production is being studied; the **VSS-1450** receiver is one of four which HBO sponsored scrambler tests revealed was totally compatible with onboard baseband descrambling.

'THE Uniden Corner'

Editor's Note: Many manufacturers send two or even three press or product releases per month and virtually all such releases are utilized by **CSD/2** in this important news reporting segment. With the rapid growth of Uniden as a major producer and seller of TVRO hardware, the number of Uniden originated news and press releases has reached 'epidemic' proportions. This month, because of their sheer number, we report them to you as a collage of Uniden activities which relate to dealers and distributors.

UNIDEN CORPORATION OF AMERICA (6345 Castleway Court, Indianapolis, Indiana 46250 800/582-5360) has announced that **Hiro Muto** has been named as President and Chief Executive Officer. Mr. Muto was VP for the parent Uniden Corporation (Japan) prior to his appointment and he replaced **Hiroyasu Kunieda** who has moved up to Chairman of the Board for Uniden Corporation of America. Mr. Muto reports he will dedicate himself to improving the firm's low product return rate (which Uniden says is 1% of all product shipped).



UNIDEN'S MUTO/ Keeping Returns Down

Uniden dealers can avail themselves of a new 'Dealer Decor Kit' according to **Olin Lippincott**, Executive VP. The kits include Uniden door, window and truck decals, a counter-top display with new product literature and specification sheets, a blue and white 2' by 5' indoor/outdoor banner and an 'authorized dealer' plaque. Kits are free to distributors who in turn will parcel them out to dealers based upon sales performance.

A re-organization of the **satellite service department** under the direction of **Russ Long** includes expansion with the addition of four additional service technicians. Uniden is aiming at a guaranteed product turn around of three working days and will be adding a direct telephone line to service technicians during regular business hours. Uniden has also expanded their factory authorized sales and service centers, now numbering 36 nationwide, aiming for 75 such centers by years' end.

A 'gift TVRO terminal' was recently given to the **Hayden Planetarium** in New York City, by Uniden, as a part of the firm's support for the **Young Astronaut Program**. Uniden selected the Planetarium for the gift to spotlight their belief that the Young Astronaut Program, announced by President Reagan last October (see **CSD** for November 01 and **CSD/2** for November 15; 1984), will assist American youth in their understanding and interest in space age science and math. Dealer **John Zelenka** of Star Video Systems, New York City is donating his firm's time and expertise to make the installation.

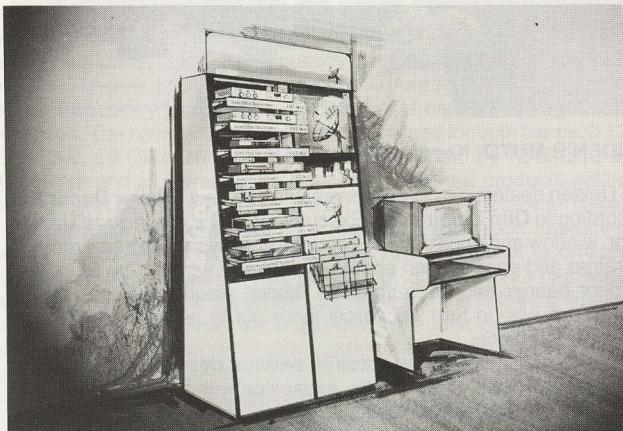
Two Uniden network 'winners' were recently honored for their outstanding sales success with the Uniden TVRO product line. **R.E. Leesburg** of National Micro Dynamics (Chattanooga, Tennessee) was chosen as Distributor Sales Person of the year and he won a 1985 Mazda RX-7 car for his efforts during 1984.

Jim Howell, President of Crown Satellite Sales in Moline, Illinois was selected as 'Satellite Dealer Of The Year' and he won a Toyota SR-5 Sport Truck for his efforts. Howell beat out 30 other top contenders by selling more Uniden TVRO product at the dealer level than any other dealer between the September 1 and December 31 (1984) periods.



HOWELL (left) plus his distributor O'Rourke and Uniden's Lip-pincott

A P.O.P. or 'Point Of Purchase' display designed to help Uniden TVRO dealers do a better job of selling and introducing TVRO products is now available to dealers. The stand is designed to display literature, handouts, books and products including a 'live demonstration' of Uniden TVRO products in operation. Dealer cost for the complete display is in the \$400 region plus an overhead lighted sign at approximately \$60. Under the Uniden co-op (cooperative) advertising allowance plan, up to 50% of the total cost of the display system can be 'earned' by dealers through advertising credits.



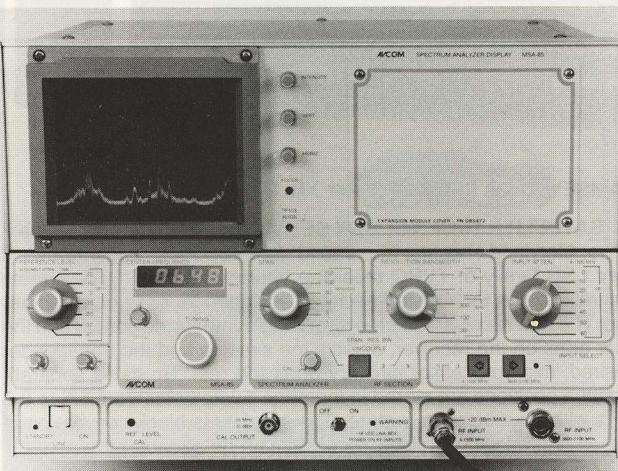
P.O.P. 'popped' by Uniden

DEALER Aids Announced

AVCOM, INC. (500 Southlake Blvd., Richmond, Virginia 23236; 804/794-2500) has announced a pair of new spectrum analyzers designed specifically for TVRO sales, service and trouble shooting applications. Model **PAS-35** is a field portable analyzer covering the 10 to 1500 MHz frequency region as well as the 3.7 to 4.2 GHz region. The unit is used for determining satellite signal levels, measuring performance on block and other downconversion units, calibrating distribution system designs and checking for high attenuation caused by defective components. The PAS-35 has a built-in DC block and provides +18 VDC to operate LNA and BDC devices at the antenna. It

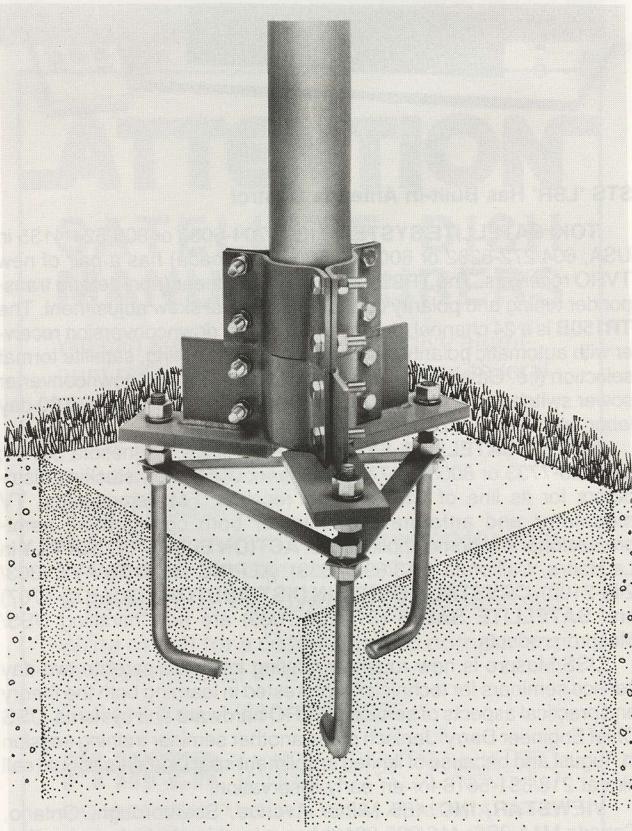
has a signal strength level calibrated display, is powered by a rechargeable battery and is field portable.

Model **MSA-85** covers 4 to 1500 MHz plus 3.6 to 5.1 GHz. This 'laboratory quality' analyzer has separate inputs for low and high frequency bands to facilitate rapid trouble shooting or bench alignment techniques. LNAs and BDC units select with a flip of a switch and there is DC power insertion on both inputs. Automatic or pre-set span and resolution circuits are included.



AVCOM MSA-85 Is Top Of The Line

EARTHBOUND, INC. (3220 S. Topeka, Topeka, Kansas 66611; 913/266-4944) has a Clampbrace Pedestal Mount for TVRO antenna



SIMPLER Pole Mounts by Earthbound

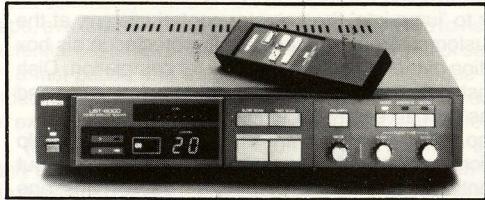
uniden®



UST 5000 Block receiver offers LED channel display, automatic polarity control, slow and fast scan.



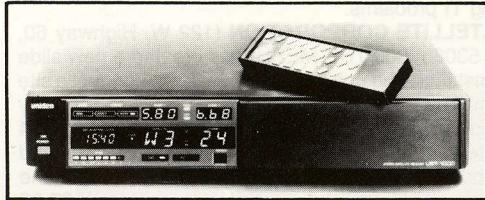
UST 730 Antenna Positioner features built-in programmable antenna control and Opto-Interrupt circuitry.



UST 6000 Block receiver features expanded audio format and fine tuning skew adjustments.



UST 710 Antenna positioner offers compact styling, manual east west control and 3 digit LED readout.



UST 7000 Block receiver features IR remote built-in programmable antenna control accommodating up to 81 satellite positions in memory.



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Luxor M/A Com Intersat Gensat Houston Tracker Winegard Conifer Laux Orbitron Kent Surveyor

Satellite Video Services NH, Inc.

RR #2, Harriman Hill Rd., Raymond, NH 03077
603-895-3182 • 800-448-0012 - National

Satellite Video Services WNY, Inc.

East Avenue Extension, Hornell, NY 14843
607-324-3435 • 800-642-0018 - NY Only

800-831-1134 - National

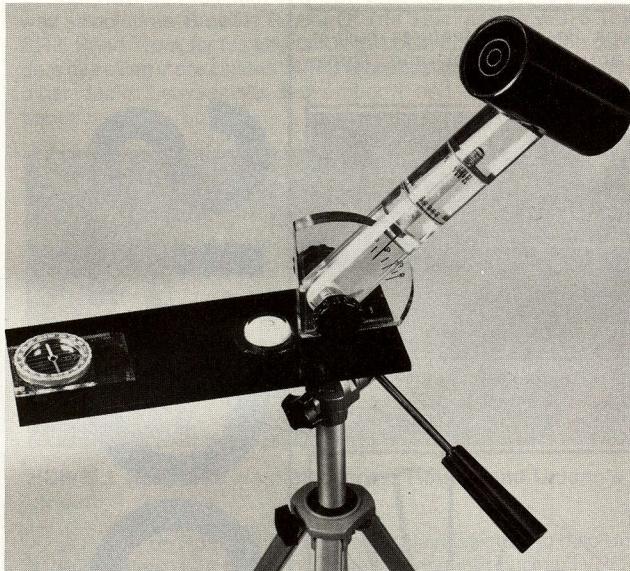
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installations which is level adjustable and eliminates the chore of keeping a support pole 'level' or perpendicular to the earth while the concrete sets. The unit comes complete with 'J' hooks, mounting template and hardware. Pipe sizes that can be accommodated include 2.5 inch through 4 inches in 1/2 inch steps plus 5 and 6 inches. The mount is UPS shippable and the prices begin at \$24.95.



FOCII Sees All

The Cure For Curing Sat-Base Cement

Imagine being able to complete an installation the same day you set the pole for the antenna. Sat-Base Cement sets in 15 minutes and is completely dry in about an hour. After 15 minutes you can proceed with your installation and achieve customer satisfaction in one trip. All you add is water, and the easy-mix formula performs well in temperatures as low as 20°F. What could be easier except picking up the phone to order your supply?

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Attention Distributors

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Stockmont, Inc.

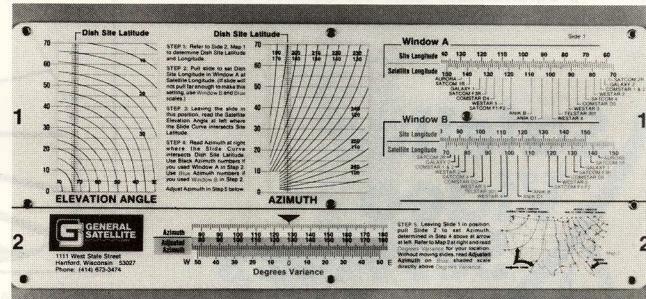
P.O. Box 542, Belmont, MS 38827

FOCII ANTENNA SYSTEMS, INC. (2730 SW 57th Street, Topeka, Kansas; 913/862-2703) has introduced 'The Viewfinder'™, which the firm says can be set up in 3 minutes time to give the dealer a quick, accurate method of determining whether a selected antenna mounting site will have proper clearance to all portions of the satellite belt. The unit has a tripod which collapses for transport, a jeweled waterproof compass, a bubble level, with a cast and extruded base and sighting tube. The tube has a calibrated range indicator to tell the installer the amount of obstruction present for distances out to 100' for a ten foot size antenna. Price is \$129 dealer net.

FOCII also has the 'Dish Jumper'™, a clever control box which allows the installer to 'jump into' the actuator control system, at the dish, so that the customer's receiver can be left protected in his box until the inside portion of the installation is ready for completion. Dish Jumper gives the installer at-dish control of the actuator for aiming and alignment purposes with an east-west toggle switch.

And, FOCII also has a new software product designed to help dealers pinpoint microwave interference problems before you find out they exist at a potential install site. The product is a set of maps, one for each of the 50 states, which lay out the 4 GHz terrestrial microwave paths on a 500,000 to 1 scale with special emphasis on the '1 mile danger zone' that surrounds microwave towers. The maps are ordered by state and include a handbook designed to make any dealer capable of handling TI problems.

GENERAL SATELLITE CORPORATION (122 W. Highway 60, Singer, Wisconsin 53086; 800/THE-MESH) has created a new slide rule for the TVRO installer. The unit allows the dealer to conduct a site survey by determining the azimuth and elevation headings for any portion of the United States (or North America) to any of the existing 4 GHz or 12 GHz satellites. The installer sets the dish site latitude and longitude on the model AZ-1 slide rule and the slide rule tells him the azimuth angle and elevation to the satellites of interest. Price is \$9.95 retail.



CLARKE Belt In Your Hands

GORMET ENTERTAINING (honest; we don't make these up!) at 3915 Carnavon Way, Los Angeles, California 90027; 213/666-2827, has something they call 'Sat-Site'. To the best of our knowledge you cannot eat it nor will it 'entertain' you. What it will do, they claim, begins when you 'hold it in your hand' and hold it level. Then the device will tell you, as you 'look through it', whether you have a clear, unobstructed view of the satellite belt for reception of **all birds** from F1R on the west to and including F2R on the east. The devices are custom built for various locales (good for a 100-mile radius of specified locale) and sell for \$49.00 for the national version and \$79.00 for the inter-national version.

NATIONAL SATELLITE ENTERTAINMENT (Network Corporation, 419 Park Avenue South, New York, New York 10016; 212/696-1221) is bringing up on satellite the advertiser supported 'American Extasy Channel', presently on Comstar D4, TR19 from 11PM to 4AM (eastern). The firm is also promising to launch a new pay-per-view channel which they say will feature 'first run movies' in advance (in time) of their cable release on HBO and other pay services. The firm has a special 'TVRO Dealer Promotional' program now underway which includes 'perks' for dealers who retail memberships in the American Extasy Channel service to customers.

SOUTHEASTERN SATELLITE SYSTEMS (51-A Seascape, Destin, Florida 32541; 904/837-8007) has a brand new reference

book for dealers who are interested in becoming involved in selling SMATV systems to apartments, condos and the like. **'The Satellite Dealer's SMATV Manual'** covers the 'business aspects' of selling SMATV systems as well as the installation techniques required for such systems. The 125 page manual sells for \$95 postpaid and includes sample contracts and case history reference data.

SHELBURNE FILMS (54545 S.R. 681, Reedsburg, Ohio 45772; 614/378-6297) has released a 12 minute dealer demonstration tape aptly titled **'Satellite Magic'**. This is a professionally produced 'clip set' covering brief excerpts from more than 70 different satellite services commonly found on US and Canadian satellites. The 12 minute tape, available on VHS, Beta or 3/4", is designed to help dealers show potential customers the full and wonderful world of satellite television in a fast-paced and entertaining format. The 'video clips' were provided to the firm by the uplink operators (even HBO!) and are therefore of exceptionally high quality. Price depends upon format.

(Editor's Note: CSD/2 has reviewed this new tape and we not only **endorse** it for its originality and high production values, but urge dealers to acquire a copy for local use. What we are really selling is 'video reception' and this 70 channel plus tape shows what we are all about in an excellent format which should properly direct the customer's attention to why he walked into your store in the first place; to buy a 'piece of the sky'.)



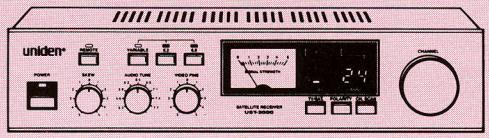
'SATELLITE MAGIC' Should Ring Your Cash Register

SYNC SATELLITE SYSTEMS (Box 494, Hancock, New York 13783; 604/637-3638) has placed 500,000 shares of its stock at \$1 per share according to firm president Joseph Iozzi. The firm has created a **laserbeam** transmission system for the linking of video plus audio channels over distances up to 2,500 feet. The system will handle between 1 and 6 separate channels of information per link, and it may be 'piggy-backed' to cover extended distances such as within SMATV complexes where cable routings are difficult or too expensive to install. The system uses lightbeam technology and is thus exempt from radio licensing by the FCC.

(The) **YOUNG ASTRONAUT PROGRAM** (1015 15th Street NW, Suite 905, Washington, DC 20005; 202/682-1985) is going 'national' in a big way this coming September when the CBS television network, assisted by Marvel Productions, begins airing a new Saturday morning animated television program called, appropriately enough, 'The Young Astronauts'. The new series is aimed at children under 14 and involves a space vessel named 'Courageous' on an 18 month mission of supplying space bases and ferrying cargo within our solar system. The television program will tie directly to and cross-promote the Young Astronaut Program announced by President Reagan last October. YAP reports there are presently 2,000 chapters in operation with another 30,000 inquiries awaiting action. (Yes, that does seem like a 'processing bottleneck' to us, too!)

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NEW PRODUCTS/Continued from page 27

OTHER NEWS

AVANTEK, INC. has introduced a transmit and receive Ku band terminal which they claim will handle transmit and receive rates between 9.6 kbps and 1.544 Mbps with a 1.2 meter (diameter) antenna. The new terminal is intended for individual office use and will have a price in the \$15,000 range.

ANZA Expositions (P.O. Box 17, RR2, Penticton, BC, Canada V2A6J7; 503/389-7032 within USA) will create the Satellite Entertainment Systems Expo '85 as a **Canadian national TVRO show** September 19-21 at Stampede Park in Calgary, Alberta. 150 exhibit booths will be available.

BIRDVIEW SATELLITE COMMUNICATIONS, INC. (8500 E. 110th Street, Overland Park, Kansas 66210; 913/451-2636) had a good year reporting sales activity topping out at \$55,000,000; a 152% increase over the prior year. The firm had earnings of \$3,830,000 or **\$.46 per share** for the year as compared to \$.02 per share in the prior year. Birdview is sold over the counter in the stock department and through a network of 1400 retail dealers in 45 states in the TVRO field.

BOGAN SATELLITE TV SYSTEMS (842 NW Garden Valley Blvd., Roseburg, Oregon 97470; 503/672-4484) has created its own 'assistance program' for the hunger victims in Ethiopia. The firm, a **TVRO dealership**, is donating \$100 from each new TVRO system sold to the relief effort for Ethiopia as well as 5% of all individual component units sold. An industry wide effort, reported on the BORESIGHT TVRO Program and created by Galaxy's Blair Gilbert, is also active in this area.

CHANNEL MASTER's Donald Berg has gone on record as believing that home TVRO systems are 'not ready to be sold in (retail) chain stores . . . yet'. Berg, speaking before a group of consumer electronics trade press reporters explained that the home TVRO system is still not 'consumer-install friendly' and that he believes this would make it very difficult for most retail chain stores to enter the field. Berg also told the reporters that he feels that dealers who are promoting five and six foot dishes are 'buying trouble' because while such small dishes may presently perform satisfactory for Galaxy 1 reception, he believes that the consumer will grow disenchanted by having only one-satellite-reception and will opt for improved reception.' Berg concluded by noting "This is not a mass market, yet . . .".

ELECTRONICS TECHNICIANS ASSOCIATION, INTERNATIONAL (825 E. Franklin Street, Greencastle, Indiana 46135; 317/653-3849) will hold a two-day school August 29 and 30 for anyone interested in learning how to install TVRO antennas in Indiana and prepare for the state examination which leads to the certificate required in the state. The school will be held at the ITT Technical Institute and information is available from the ETA or from IESA at 317/357-4575.

CALENDAR/ Through July 30th

Television

June 18: 'Satellite Showcase', TR22, 10PM eastern

June 20: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (cableless sharing of BDC distribution systems; Keith Anderson)

June 25: 'Satellite Showcase', F4, TR22, 10PM eastern

June 27: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (new look at scrambling hardware, shirt-pocket sized TVRO receiver)

July 02: 'Satellite Showcase', F4, TR22, 10PM eastern.

July 04: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (Low cost BDC hardware, BDC techniques, more on scrambling).

Note: Program **may** take weeks' vacation because of holiday.

July 09: 'Satellite Showcase', F4, TR20, 10PM eastern

July 11: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (M/A-Com's Jim Bunker answers critics, more on Linkabit scramblers)

July 16: 'Satellite Showcase', F4, TR22, 10PM eastern

July 18: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (Visit to Arthur C. Clarke, M/A-Com's Jim Bunker on scrambler plans)

July 23: 'Satellite Showcase', F4, TR22, 10PM eastern

July 25: **BORESIGHT TVRO Magazine**, F4, TR20, 9PM eastern (More Arthur C. Clarke, Jim Bunker on foreign competition)

July 30: 'Satellite Showcase', F4, TR22, 10PM eastern

Shows/meetings:

June 17-19: CATA/Community Antenna Television Association national annual convention, Nashville (contact 703/691-8875)

June 19: Satellite Video Services **Block Conversion /SMATV training** session (advance registration required). Contact Donna McCann 518/678-9581.

June 21-24: **STTI/SPACE summer TVRO show**, Tulsa, Oklahoma. Some 700 exhibit booths anticipated; contact 405/396-2574.

June 26: Satellite Video Services **Sales and Marketing seminar** (advance registration required). Contact Donna McCann 518/678-9581.

July 10: Satellite Video Services **Advanced Technical Installation seminar** (advance registration required). Contact Donna McCann 518/678-9581.

July 17: Satellite Video Services **Product Introduction Seminar** (advance registration required). Contact Donna McCann 518/678-9581.

July 31: Satellite Video Services **Block Conversion/SMATV seminar** (advance registration required). Contact Donna McCann 518/678-9581.

COOP — FINANCIAL/Continued from page 3

will not last beyond some firm's anxiety to raise bucks, quick, to satisfy creditors. The Tulsa show in a week will be a challenge, coming as it is in the middle of a **traditionally slow** selling season, in a part of the country where TVRO equipment pricing has always been far below the national average, and scheduled as it is right in the midst of an industry-wide 'financial re-adjustment period'. I hope that those who find themselves in Tulsa with significant 'spare time' on their hands use that time wisely by searching for answers to whether time alone will get the industry through its present financial state.

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FOR MORE INFORMATION CONTACT:

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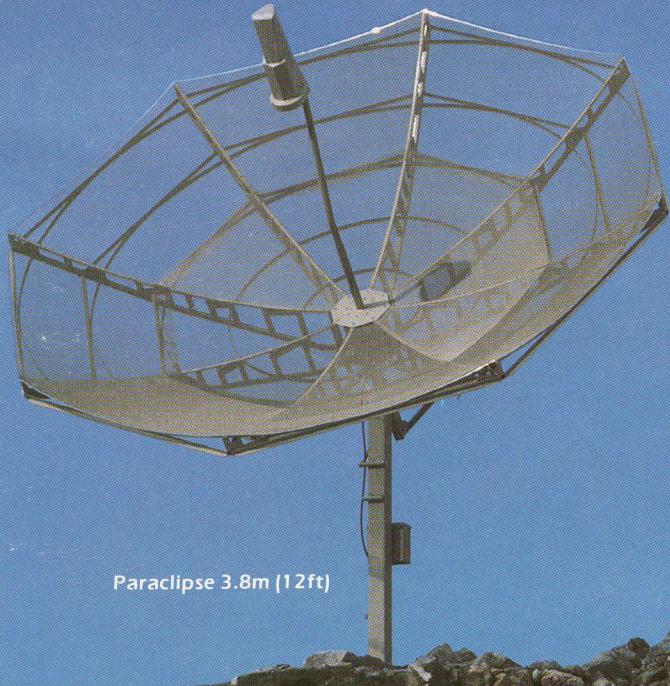
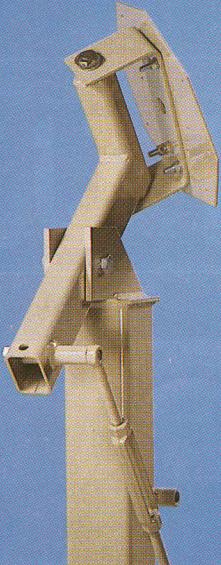
DISTRIBUTORS: **WISCONSIN:** Delta Satellite Corporation, Cedarburg, WI 414-375-1000, Nat'l 800-558-5582, Wisc. 800-242-2290. **NEW YORK:** Satellite Video Services, Palenville, NY 518-678-9306. **OREGON:** Von's Total Television Center, Eugene, OR 503-342-1618. **OHIO:** Satco U.S.A., New Philadelphia, OH, Nat'l 800-362-8619, Ohio 800-362-6781. **FLORIDA:** United Communications Supply, Tampa, FL 813-971-1648. **UTAH:** Video Link, Salt Lake City, UT 801-278-2878. **TENNESSEE:** Cox Enterprises, Rockwood, TN 615-354-3471. **CANADA:** Ground Control, Concorde, Ontario 416-669-6366. Satellite Systems Ltd., Burnaby, B.C. 604-430-4040. Videosat Canada LTE, Charney, Quebec 418-832-4621. **TEXAS:** Morgan Satellite Systems, Hughes Spring, TX 214-639-7517.

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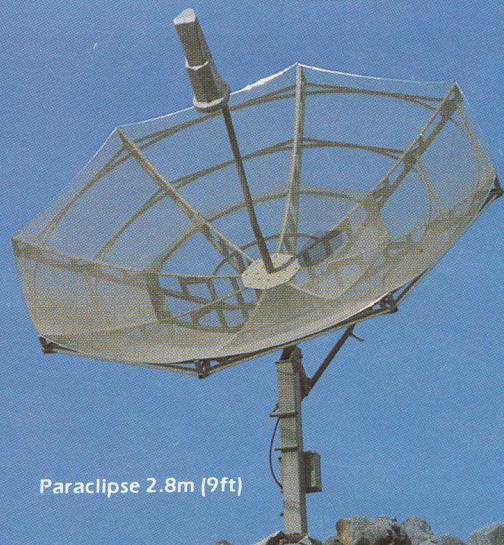
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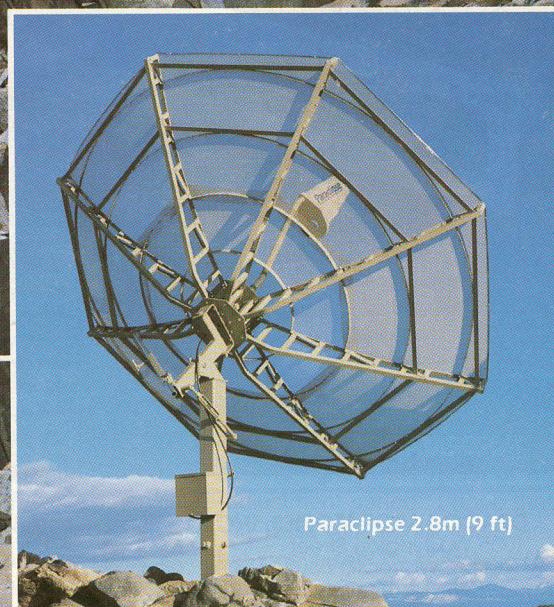
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Paraclipse 2.8m (9 ft)

Mark Fator photography